

<b>Notice of Allowability</b>	<b>Application No.</b>	<b>Applicant(s)</b>	
	09/487,387	LOPEZ, JR., LEONARD H.	
	<b>Examiner</b>	<b>Art Unit</b>	
	James H. Zurita	3625	

-- The MAILING DATE of this communication appears on the cover sheet with the correspondence address--

All claims being allowable, PROSECUTION ON THE MERITS IS (OR REMAINS) CLOSED in this application. If not included herewith (or previously mailed), a Notice of Allowance (PTOL-85) or other appropriate communication will be mailed in due course. **THIS NOTICE OF ALLOWABILITY IS NOT A GRANT OF PATENT RIGHTS.** This application is subject to withdrawal from issue at the initiative of the Office or upon petition by the applicant. See 37 CFR 1.313 and MPEP 1308.

1.  This communication is responsive to 6 July 2006.
2.  The allowed claim(s) is/are 1-4, 6-10, 12, 16-21, 23.
3.  Acknowledgment is made of a claim for foreign priority under 35 U.S.C. § 119(a)-(d) or (f).
  - a)  All
  - b)  Some\*
  - c)  None
  1.  Certified copies of the priority documents have been received.
  2.  Certified copies of the priority documents have been received in Application No. \_\_\_\_\_.
  3.  Copies of the certified copies of the priority documents have been received in this national stage application from the International Bureau (PCT Rule 17.2(a)).

\* Certified copies not received: \_\_\_\_\_.

Applicant has THREE MONTHS FROM THE "MAILING DATE" of this communication to file a reply complying with the requirements noted below. Failure to timely comply will result in ABANDONMENT of this application.  
**THIS THREE-MONTH PERIOD IS NOT EXTENDABLE.**

4.  A SUBSTITUTE OATH OR DECLARATION must be submitted. Note the attached EXAMINER'S AMENDMENT or NOTICE OF INFORMAL PATENT APPLICATION (PTO-152) which gives reason(s) why the oath or declaration is deficient.
5.  CORRECTED DRAWINGS ( as "replacement sheets") must be submitted.
  - (a)  including changes required by the Notice of Draftsperson's Patent Drawing Review ( PTO-948) attached
    - 1)  hereto or 2)  to Paper No./Mail Date \_\_\_\_\_.
  - (b)  including changes required by the attached Examiner's Amendment / Comment or in the Office action of Paper No./Mail Date \_\_\_\_\_.

Identifying indicia such as the application number (see 37 CFR 1.84(c)) should be written on the drawings in the front (not the back) of each sheet. Replacement sheet(s) should be labeled as such in the header according to 37 CFR 1.121(d).
6.  DEPOSIT OF and/or INFORMATION about the deposit of BIOLOGICAL MATERIAL must be submitted. Note the attached Examiner's comment regarding REQUIREMENT FOR THE DEPOSIT OF BIOLOGICAL MATERIAL.

#### Attachment(s)

1.  Notice of References Cited (PTO-892)
2.  Notice of Draftsperson's Patent Drawing Review (PTO-948)
3.  Information Disclosure Statements (PTO-1449 or PTO/SB/08),  
Paper No./Mail Date \_\_\_\_\_
4.  Examiner's Comment Regarding Requirement for Deposit  
of Biological Material
5.  Notice of Informal Patent Application (PTO-152)
6.  Interview Summary (PTO-413),  
Paper No./Mail Date \_\_\_\_\_.
7.  Examiner's Amendment/Comment
8.  Examiner's Statement of Reasons for Allowance
9.  Other \_\_\_\_\_.

**DETAILED ACTION**

**Examiner's Amendment**

An examiner's amendment to the record appears below. Should the changes and/or additions be unacceptable to applicant, an amendment may be filed as provided by 37 CFR 1.312. To ensure consideration of such an amendment, it MUST be submitted no later than the payment of the issue fee.

Authorization for this examiner's amendment was given in an electronic mail of 20 July 2006 from Mr. S. Doman..

Prior to this amendment, Claims 1-4, 6-12 and 16-24 were pending.

After this amendment, claims 1-4, 6-10, 12, 16-21, 23 are allowed. Claims 1 and 21 are independent.

**In the Claims**

Cancel claims 11, 22 and 24.

Amend claim 1 as follows:

Claim 1: (currently amended): An automated print order system for business stationery products, said automated print order system comprising:

~~a company tailored prototypical product record comprising a template that defines the placement and typography of a plurality of information elements for printing on a company tailored business earner stationery product;~~

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~~one or more predetermined profiles defining user indicative and company indicative content for one or more of the informational elements provided by the template;~~

~~an internet accessible purchasing interface that allows a company representative to perform profile management functions, such as specifying and modifying the company indicative content of said predetermined profiles, and to perform order processing functions, said order processing functions being comprised of generating a pre-press product automatically incorporating said predetermined profile into said company tailored business stationery product; and~~

~~an internet accessible requestor interface that allows a user to select one of said predetermined profiles, to submit a print order for a company tailored business stationery product to be printed according to the company tailored prototypical product record and the selected predetermined profile,~~

~~wherein the requestor interface prevents the user from modifying the typography of any information to be printed on the company tailored business stationery product and from modifying at least a portion of the company indicative information of said selected predetermined profile, and~~

~~— wherein said requestor interface further comprises a server-side scripting implementation which incorporates a login security protocol.~~

at least one server computer configured to exchange data with a plurality of client computers;

said server computer having a processor, an area of main memory for executing program code under the direction of the processor, a storage device for storing data and program code and a bus connecting the processor, main memory and the storage device;

the code being stored in said storage device and executing in said main memory under the direction of said processor, to perform the steps of:

defining a plurality of company-tailored prototypical product records wherein each prototypical product record comprises a template to define the placement and typography of a plurality of informational elements for printing on a company-tailored business card or stationery product and wherein the template comprises tracking, kerning, text adjustment, and graphics placement information;

generating a list of fields associated with each prototypical product record wherein the list of fields is adapted to be filled with content defined by a plurality of company-tailored predetermined profiles;

implementing a database to collect and store data according to said field list;

providing a requestor interface for entry of a distributed user's print order, operating said requestor interface to present said user with selectable options including:

an option to allow the user to select and order a company-tailored business card or stationery product to be printed according to the

company-tailored prototypical product record and a predetermined profile defining content for one or more of the informational elements provided by the template; and processing the user's print order through a processor interface, said processor interface being adapted to directly generate a pre-press product automatically incorporating said company-tailored predetermined profile into said tailored product.

Amend claim 3 as follows:

Claim 3 (currently amended): The automated print order system as recited in claim 1, wherein the requestor interface allows a user to select only those products for which company-tailored prototypical product records have been developed, further comprises an option to allow the user to select only those products for which company-tailored prototypical product records have been developed.

Amend claim 4 as follows:

Claim 4 (currently amended): The automated print order system as recited in claim 1, wherein the user-indicative information includes the user's name and title, further comprising user-indicative information including the user's name and title.

Amend claim 7 as follows:

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Claim 7 (currently amended): The automated print order system as recited in claim 1, ~~wherein said order processing functions are further comprised of selectively authorizing generation of said pre-press product.~~  
further comprising an option to selectively authorize generation of said pre-press product.

Amend claim 8 as follows:

Claim 8 (currently amended): The automated print order system as recited in claim 7, ~~wherein said order processing functions are further comprised of modifying said predetermined profile.~~  
further comprising an option to modify said predetermined profile.

Amend claim 9 as follows:

Claim 9 (currently amended): The automated print order system as recited in claim 7, ~~wherein said order processing functions are further comprised of modifying the user's print order.~~  
further comprising an option to modify the user's print order.

Amend claim 10 as follows:

Claim 10 (currently amended): The automated print order system as recited in claim 7, ~~wherein said order processing functions are further comprised of deleting the user's print order.~~  
further comprising an option to delete the user's print order.

Amend claim 16 as follows:

Claim 16 (currently amended): The automated print order system as recited in claim 7, ~~wherein the order processing function further comprises a batch function, said batch function being adapted to control the generation of said pre-press product.~~ further comprising a batch function, said batch function being adapted to control the generation of said pre-press product.

Amend claim 21 as follows:

Claim 21 (currently amended): The automated print order system for stationery products, said automated print order system comprising:

~~a computerized representation of a set of printable stationery products;~~  
~~customized templates corresponding with each stationery product in the set, wherein the template defines a plurality of common and specific informational elements for printing on the stationery product, and wherein the template also defines the placement and typographical settings of the informational elements to be printed on the stationery product;~~

~~predefined informational content for the common informational elements of the customized templates, including for at least one of the common informational elements informational content that identifies a specific organization;~~

~~a requestor interface for entry of a print order by a user associated with the specific organization, the requestor interface being adapted to allows the user to select a stationery product from the set of printable stationery products, the requestor interface being further~~

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~~adapted to allow the user to define or select a profile comprising informational content for the specific informational elements of the customized templates but which prevents the user from defining or modifying the organization identifying informational content to be printed on the stationery product and wherein said requestor interface further comprises a server side scripting implementation which incorporates a logon security protocol; and~~

~~a processor interface for fulfillment of the user's print order, said processor interface being adapted to automatically generate a pre-press product incorporating both the predefined informational content for the common informational elements of the customized templates and the informational content from the user-defined or user-selected profile.~~

at least one server computer configured to exchange data with a plurality of client computers;

said server computer having a processor, an area of main memory for executing program code under the direction of the processor, a storage device for storing data and program code and a bus connecting the processor, main memory and the storage device;

the code being stored in said storage device and executing in said main memory under the direction of said processor, to perform the steps of:

providing a set of printable stationery products;

customizing templates for a business organization to correspond with each stationery product in the set, wherein the template defines a plurality of

common and specific informational elements for printing on the stationery product, wherein one of the common informational elements comprises a graphical representation of a business organization logo and wherein the template also defines the placement and typographical settings of the informational elements to be printed on the stationery product;

providing predefined informational content for the common informational elements of the customized templates, including for at least one of the common informational elements informational content that identifies a specific organization;

providing a requestor interface for entry of a print order by a user associated with that organization, wherein said requestor interface prevents the user from defining or modifying the organization-identifying informational content;

operating said requestor interface to present said user with selectable options including:

an option to select a stationery product from the set of printable stationery products,

an option to define or select a profile comprising informational content for the specific informational elements of the customized templates; and

in response to the print order, automatically generating a pre-press product incorporating both the predefined informational content for the common

informational elements of the customized templates and the informational content from the user-defined or user-selected profile.

Amend claim 23 as follows:

Claim 23 (currently amended): The automated print order system of claim 2221, wherein one of the common informational elements comprises graphical representation of a business organization logo.

### ***Allowable Subject Matter***

After this amendment, claims 1-4, 6-10, 12, 16-21, 23 are allowed. Claims 1 and 21 are independent. The following is an examiner's statement of reasons for allowance for independent claims 1 and 21.

### **Reasons for Allowance**

Applicant's remarks in his submission of 6 July 2006 are commensurate with both the original disclosure and the claims as amended.

New searches were carried out based on amended claim language.

### **Claim 1**

Regarding claim 1: Additional searches show that the prior art of record neither anticipates nor fairly and reasonably teaches the combination of steps of claim 1, including:

defining a plurality of company-tailored prototypical product records wherein each prototypical product record comprises a template to define the placement and

typography of a plurality of informational elements for printing on a company-tailored business card or stationery product and wherein the template comprises tracking, kerning, text adjustment, and graphics placement information;

generating a list of fields associated with each prototypical product record

wherein the list of fields is adapted to be filled with content defined by a plurality of company-tailored predeterminable profiles;...

providing a requestor interface for entry of a distributed user's print order,

operating said requestor interface to present said user with selectable options including:

an option to allow the user to select and order a company-tailored business card or stationery product to be printed according to the company-tailored prototypical product record and a predeterminable profile defining content for one or more of the informational elements provided by the template; and

processing the user's print order through a processor interface, said processor interface being adapted to generate a pre-press product automatically incorporating said company-tailored predeterminable profile into said tailored product.

Concerning claim 1, the Examiner notes that the specification, page 9, lines 19 through page 10, line 11, describes the process of generating templates and company prototypical records corresponding to database fields.

Regarding claim 21: Additional searches show that the prior art of record neither anticipates nor fairly and reasonably teaches the combination of steps of claim 21, including:

customizing templates for a business organization to correspond with each stationery product in the set, wherein the template defines a plurality of common and specific informational elements for printing on the stationery product, wherein one of the common informational elements comprises a graphical representation of a business organization logo and wherein the template also defines the placement and typographical settings of the informational elements to be printed on the stationery product;

providing predefined informational content for the common informational elements of the customized templates, including for at least one of the common informational elements informational content that identifies a specific organization;

providing a requestor interface for entry of a print order by a user associated with that organization, wherein said requestor interface prevents the user from defining or modifying the organization-identifying informational content; operating said requestor interface to present said user with selectable options including: an option to select a stationery product from the set of printable stationery products, an option to define or select a profile comprising informational content for the specific informational elements of the customized templates; ...

The Examiner notes that the specification, page 12, line 22-page 13, line 18, describes the process of providing a requestor interface for entry of a print order by a

user associated with that organization, wherein said requestor interface prevents the user from defining or modifying the organization-identifying informational content; operating said requestor interface to present said user with selectable options including: an option to select a stationery product from the set of printable stationery products, an option to define or select a profile comprising informational content for the specific informational elements of the customized templates.

The Examiner notes that the specification, page 14, lines 10-page 15, line 7, describes the process of providing an internet-accessible purchaser interface that allows an institutional representative to specify and modify the institution-indicative content contained or referenced by said predefined user profiles and that allows an authorized purchasing agent for the institution to cancel approve and modify print orders submitted by a user of said requestor interface.

For Claims 1 and 21

The closest US Patents is US 6,473,760, issued on 29 October 2002 to Klatt et al. and assigned to ImageX.Inc. However, Klatt does not disclose the detail and combination of steps recited in each of the allowed claims.

The closest foreign patent is WO 00/26810, published on 11 May 2000, assigned to KINKO'S. However, WO 00/26810 does not disclose the detail and combination of steps recited in each of the allowed claims.

The closest non-patent literature reference are disclosed in a printout of screens from the Seybold Conference, Boston 1999, which provides a general direction of the

Internet print industry. At that conference, "The Business Printing Industry" was presented on 1 March 1999 at the Seybold Conference, Boston/1999 by Eric Bean, of ImageX.com, the assignee of various patens cited as prior art.

However, the materials do not disclose specific limitations such as defining a plurality of company-tailored prototypical product records wherein each prototypical product record comprises a template to define the placement and typography of a plurality of informational elements for printing on a company-tailored business card or stationery product and wherein the template comprises tracking, kerning, text adjustment, and graphics placement information.

### ***Conclusion***

Any comments considered necessary by applicant must be submitted no later than the payment of the issue fee and, to avoid processing delays, should preferably accompany the issue gee. Such submissions should be clearly labeled "Comments on Statements for Reasons for Allowance."

Any inquiry concerning this communication or earlier communications from the examiner should be directed to James H. Zurita whose telephone number is 571-272-6766. The examiner can normally be reached on 8a-5pm.

If attempts to reach the examiner by telephone are unsuccessful, the examiner's supervisor, Jeffrey Smith can be reached on 571-272-6763. The fax phone number for the organization where this application or proceeding is assigned is 571-273-8300.

Information regarding the status of an application may be obtained from the Patent Application Information Retrieval (PAIR) system. Status information for published applications may be obtained from either Private PAIR or Public PAIR. Status information for unpublished applications is available through Private PAIR only. For more information about the PAIR system, see <http://pair-direct.uspto.gov>. Should you have questions on access to the Private PAIR system, contact the Electronic Business Center (EBC) at 866-217-9197 (toll-free).

**James Zurita**  
**Primary Examiner**  
**Art Unit 3625**  
10 May 2006

*James Zurita*  
*Primary Examiner*